

Profit Principles

SPRING 2021 NEWSLETTER



ARE YOUR DUCKS IN A ROW?

Get the Marketing
Assistant You Need!

» P6

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866.552.7866



ilk-cs.com



Make it Easier for Customers to FIND YOU!

Local Search Engine Optimization (SEO) has become a critical factor when implementing digital marketing. Local SEO boosts your bank's visibility in location-based searches.

How do you fix the invalid information and increase your ranking?

First, find out how well you're currently doing. **Go to <https://scan.lk-cs.com> to get your free report.** This free business listing scan tool will instantly show you if you have inaccurate information on dozens of websites frequently indexed by search engines. (There is no obligation and no credit card required.)

SCAN YOUR LISTINGS TODAY!

Overall, it is imperative to monitor these listings. But it can be very time consuming, very difficult, and very overwhelming. **This is where LKCS' Business Citation Listing Service comes in.**

FREE WEBINAR

Boost Your Local SEO!

» **April 14, 2021**
1 pm CDT

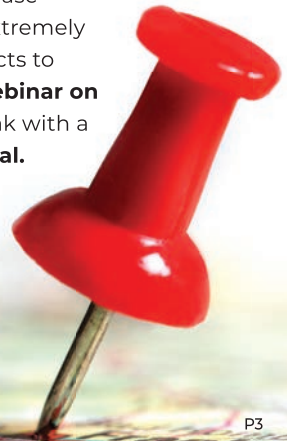
REGISTER ONLINE AT:
lk-cs.com/webinar



Use LKCS' Business Citation Listing Service to:

- » Find and update your branch listings on several dozen leading business listing sites
- » Provide local search metrics to show your local search activity
- » Leverage direct API integrations with over 37 business listing directories, including Google Maps, Yelp, YellowPages, Bing, and Facebook
- » Submit manual updates to hundreds of other local listing sites

Boost your visibility on location-based searches, increase your local search rating, generate positive reviews (extremely important for ranking), and make it easier for prospects to find you online. Learn more by attending our **free webinar on Wednesday, April 14, 2021**. Call **866.552.7866** to speak with a sales representative today or visit us at **lk-cs.com/local**.



P3

Improve Account Relationships Easily with Automated Marketing

DataFlex Matrix Mailing allows you to target specific groups with data that you already have. With a series of automated mailings or emails, you can cross-sell additional products and services to new prospects and account holders.

DataFlex Matrix Mailings are perfect for:

» Onboarding Campaigns

Welcome new customers and explain the benefits you provide while effectively cross-selling additional products and services.

» Reboarding Campaigns

Remind non-profitable or non-engaged account holders about your advantages and send targeted offers for additional products and services that meet their profile.

» Indirect Lending

These borrowers are happy with their car, but not necessarily with their lender. Now's your chance to introduce yourself and explain how you can benefit them beyond the car loan.

» Mergers & Acquisitions

When you acquire new branches, how will you maximize retention of the existing account holders? A coordinated matrix campaign can do that while bringing in additional new money!

» Other Opportunities

Matrix campaigns are effective to promote investment services, mortgage and insurance relationships, and communicate with your prospects over a period of time about any of your services.

WE HAVE THE EXPERTISE TO DESIGN AND DEVELOP AN EFFECTIVE MATRIX CAMPAIGN STRATEGY FOR YOUR BANK!

Call **866.552.7866** to speak with a sales representative and setup a demonstration. Go to lk-cs.com/matrix to learn more.

February 26, 2021

Josh Sample Cool
DNCS
4130 Plank Road
Peru, IL 61354

We miss you, Josh!

It's been a while since you've used your account and we want to remind you of the great reasons you joined Advancial - low-rate loans and credit cards, attractive savings programs, convenient access and excellent service.

Your inactive account is at risk of being closed and we don't want to lose you as a customer! There are many ways to keep your account active. Simply make a deposit into your account or take advantage of our outstanding rates and establish any new service like an auto loan.

Advancial offers low-interest auto loans* with flexible terms and no origination fees or hidden costs. Financing your auto loan is quick and easy, whether you're refinancing from another lender or purchasing a new or used vehicle you'll enjoy:

- Rates as low as 3.76% APR*
- Available for new, used or refinanced autos
- Up to 100% financing, terms up to 7 years*
- 20% rate discount with automatic payments option
- Apply online and sign all loan documents from home

JUST for you!



Start saving today with low rates and an **ADDITIONAL .20% RATE DISCOUNT** on your auto loan!

Respond by March 27, 2021 and mention code **MISSYOU**.

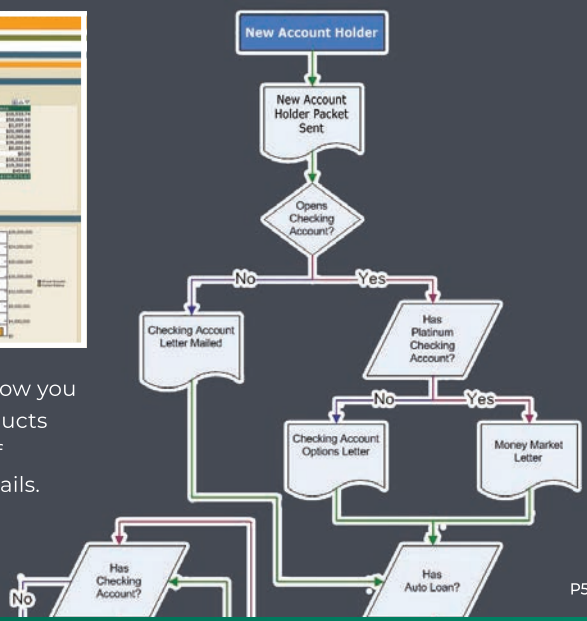
DON'T FORGET about these great options too:

- Credit cards as low as 8.90% APR
- Certificate rates as high as 2.37% APY
- Money Market rates as high as 0.21% APY

We hope to hear from you soon! If you have any questions or need assistance, please contact us at 800.322.2709 or visit any branch.



DataFlex Matrix Mailings allow you to cross-sell additional products and services with a series of automated mailings or e-mails.



Put All Of Your Ducks

Marketing Automation

The Most Important Marketing Initiative Revealed by the Pandemic

The pandemic has revealed the “must have” marketing tool to survive: Marketing Automation.

MARKETERS CAN NOW DO THINGS THAT WE PREVIOUSLY HAD TO RELY ON SOFTWARE DEVELOPERS TO IMPLEMENT.

LKCS' Marketing Automation tool is a no-code development platform that allows you to manipulate functionality without programming for you:

- » **Landing Pages**
- » **Website Forms**
- » **Interactive Content**
- » **CRM and Lead Tracking**

It is like having an extra person on staff to take care of repetitive tasks that can improve your customer experience and increase new accounts and revenue.



in a Row!

Deliver highly personalized messages to connect with your target audience at the right time. Nurture your leads to take the next step based on where they are in the customer journey.

Use Marketing Automation for:

- » **COLD LEADS:** Anonymous website visitors browse through your products and services. They tend to leave without taking any action. But you can change that.
- » **WARM LEADS:** Visitors that subscribe to your e-mail updates or fill out a form are now prospects with “sales” potential.
- » **CUSTOMERS:** Once a lead becomes a customer, nurturing doesn’t stop. Other nurturing begins to make way for additional product sales.
- » **SATISFIED CUSTOMERS:** Expand relationships with your bank and spread the word in their social network (resulting in the inflow of new leads).

LKCS’ Marketing Automation tool makes it easy to set up and maintain your automations. Then, with lead scoring you can automatically funnel customers into new segmented lists and workflows. Build the 360-degree view of your customers that you have been looking for.

Learn more by attending our webinar or call **866.552.7866** today to schedule a demo or to speak with a sales representative!

— FREE WEBINAR —

Marketing Automation The Assistant You Need!

» June 9, 2021
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar



📧 Improve Your Mail Results

Combine Direct Mail with Online Advertising!

Improve your mail results and extend its relevance with automated online advertising follow up. Add LKCS' Campaign Suite tracking tools to improve your conversion rates on your next direct mail campaign.

Would you like to:

- » Integrate your direct mail with Google and Facebook? *(Cool, right?)*
- » Track your prospects on the internet?
- » Keep your online ads in front of your direct mail prospects?

TRY CAMPAIGN SUITE ONCE, AND YOU'LL NEVER WANT TO SEND ANOTHER DIRECT MAIL CAMPAIGN WITHOUT IT.

See it for yourself. Learn more by attending our **free webinar on Wednesday, May 12, 2021**. Or, call **866.552.7866** to speak with a sales representative today.

Our clients love Campaign Suite because it is effective, measurable, automated and affordable!

Your direct mail piece will now be more effective than ever before!

— FREE WEBINAR —

Combine Direct Mail with Online Advertising

» **May 12, 2021**
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar





Take the **DRIVE** to a better auto loan!

13,001 Granger Road, Suite 1 | Garfield Heights, OH 44125

John G. Public
4130 Plank Road
Piquette, MI 41354

PSA



Get Your Message Out!

Free swag could be just the thing to show the next generation how to be financially responsible and instill lifelong values. Draw in younger customers and get them interested in what you have to say. Looking for more ideas? LKCS has promotional items for any age group.

VISIT OUR LOGOED PRODUCTS STORE TODAY!

We've made it easy for you to find logoed products based on the price range you need, the event you are planning or promotion you are marketing! For additional information about these products and much more, browse our catalog at getlogoed.lk-cs.com.

Look Mom, No Wires!

Crisp clear sound with a good amount of bass, these wireless ear buds are a great way to help make your next promotion viral. Your brand will pop on the large 1.55" x 1.5" imprint area. The convenient charging case packs anywhere and users can check earbud status through the clear cap.



Earbuds with Wireless Charging Case

Search CPN-553406467



Budget-Based Buds.

These colorful travel ear buds are perfect for those on the go. Add a full color digital imprint to the color-coordinated case with snap closure. Compatible with most headphone jacks, these ear buds make a handy giveaway for promotional events.



Colorful Ear Bud Holder Set

Search CPN-554016520





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road
Peru, IL 61354

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